

ABSTRACT

A packing wrapper (17) for an individually packed absorbent article (1), such as a sanitary towel, a panty liner or an incontinence pad, intended to enclose the absorbent article (1), the packing wrapper (17) includes an opening flap (31), and the opening flap (31) having a free edge (33). The packing wrapper also includes an element (35; 40) for tactile detection of the position of the free edge (33), the element (40) for tactile detection having a longitudinal extent essentially parallel to the free edge (33) of the opening flap (31).